

The Store is closed daily at 5 P. M.

B. Altman & Co.

MADISON AVENUE - FIFTH AVENUE, NEW YORK

Thirty-fourth Street

TELEPHONE 7000 MURRAY HILL

Thirty-fifth Street

Important New Year Sales

opening on Monday, January 3rd, 1921

**Women's
Coats and Wraps**

(A new purchase)

This Sale comprises four distinctive models, featuring the most wanted Winter materials and colors; all of them handsomely fur-collared (some with squirrel and others with beaver), and all silk-lined throughout

offering exceptional value

at \$64.00 & 92.00

(Women's Outergarments, Third Floor)

**Women's
Tailored Lingerie Blouses**

Over 1,000 pieces, in a diversity of smart, new models (designed for 1921) variously developed in dimity, madras, batiste and cotton voile

extraordinarily low-priced

at \$1.95, 2.65 & 2.95

(Women's Blouse Dep't, Second Floor)

**Thirty Thousand Yards
of****Choice Silks, Velvets
Duvetyns & Velveteens**

arranged in Lengths

suitable for a variety of purposes

at the phenomenally low prices of
85c., \$1.15, 1.45, 1.85 to 4.90
per yard

Included in this great offering are Black Silks, White Silks, Metal Brocades, Satin Charmeuse, Crepe de Chine, Taffeta, Novelty Silks, Velvet Brocades and Evening Silks.

The prices represent tremendous concessions

(First Floor)

Linens, Blankets and Lingerie Fabrics

at astonishingly low prices

**Women's
American-made Lingerie**
extraordinarily low-priced

Nightrobes	\$1.95, 2.95, 3.90
Chemises (regulation)	2.65, 3.90
Envelopes	95c., 1.85, 2.90
Combinations	2.25
Chemilettes	2.25
Athletic Combinations	1.10, 2.35
Drawers	1.45, 1.85, 2.25, 2.95
Petticoats	1.85

**Misses' and Children's
American-made Lingerie**
very specially priced**Misses' Lingerie**
(12 to 16 years)

Nightrobes	\$1.45, 1.90, 2.35
Envelopes	95c., 1.25, 1.45
Drawers	1.00, 1.25
Petticoats	1.50, 3.75
Pique Petticoats	1.95

Boys' Washable Lingerie
(Sizes 2½ to 10)

presenting a remarkable opportunity
for economic buying
at \$2.95

These are well-made suits, of good-quality washable material (lasting dye) in every popular color. There are many styles to select from, including middie, French blouse, one-piece and other novelty models.

The value is unsurpassed

(Boys' Clothing Department, Sixth Floor)

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**A Gigantic New Year Sale of
ORIENTAL RUGS**

preparations for which have been for many months "in the making," will begin on

MONDAY, JANUARY 3rd,

and will be continued during the remainder
of the month

The colossal nature of this Sale may be the more correctly estimated when it is understood that practically every Oriental Rug in B. Altman & Co.'s tremendous stock—probably the largest in the United States—will be included in the offering. In many instances the prices to be asked for these Rugs will represent a reduction of one-half the figures at which they have been held in stock; in every instance the reduction is sufficiently large to command the thoughtful attention of every prospective purchaser. In other words, these are Orientals of "tried and true" qualities—Orientals that it is a pleasure to look at and will be a joy to own—marked at prices that are phenomenally low for such merchandise.

Every Rug is unreservedly guaranteed

The items quoted represent only a part of the collection to be on sale

Assorted Oriental Rugs

800 Mats	at \$8.75
400 Rugs	at 58.00
300 Rugs	at 72.00

200 Iran Rugs (choice)	at \$168.00
100 Saruch Rugs (choice)	at 190.00

300 Oriental Hall Runners at \$132.00, 158.00 & 188.00

1,000 Oriental Rugs in Room Sizes

at \$290.00, 360.00, 485.00, 690.00, 725.00, 940.00 and upward

Mongol Rugs	
Size 6x9	\$190.00
Size 8.4x10	310.00
Size 9x12	590.00
Size 12.5x14.5	1,050.00
Size 10.10x20.3	1,490.00
Size 12.7x21.8	1,590.00

Kerman Rugs	
Size 6x10	\$330.00
Size 7.8x9.6	525.00
Size 8.10x13	690.00
Size 10x13	690.00
Size 12.1x18.3	790.00
Size 11.1x15.7	1,165.00

Hamadan Rugs	
Size 7x10.3	\$210.00
Size 10x11.4	490.00
Size 10.10x13.5	785.00
Size 13.10x22.4	890.00
Size 10.9x14.9	940.00
Size 17.7x27.4	1,490.00

Ghorevan Rugs	
Size 9.4x11.1	\$318.00
Size 9.3x12	335.00
Size 9.6x11.8	390.00
Size 9.9x11.3	390.00
Size 12.4x17.6	396.00
Size 13.3x19.9	590.00
Size 13.4x22.4	690.00

Saruch Rugs	
Size 8.10x12	\$560.00
Size 8.7x11.10	575.00
Size 8.10x12	590.00
Size 8.7x12.4	610.00
Size 9x12.2	635.00
Size 14x24.6	1,600.00

Kashan Rugs	
Size 7.5x10.4	\$690.00
Size 8.7x12.2	1,790.00
Size 11x18	3,900.00
Size 12x19.9	3,900.00
Size 12.2x18.5	4,750.00
Size 14x20.4	5,200.00

(Fifth Floor.)